




Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager 

FROM: Laurie B. Jester, Acting Director of Community Development 
Nhung Madrid, Management Analyst 

DATE: December 7, 2010

SUBJECT: Consideration of Status Update for Beach Cities Transit (BCT) Line 109 Services

RECOMMENDATION:

Staff recommends that the City Council receive and file this status update report on Beach Cities Transit (BCT) Line 109 services.

FISCAL IMPLICATION:

On July 6, 2010, the City Council approved the Fiscal Year (FY) 2010-2011 cost sharing agreement with Beach Cities Transit (BCT) in the amount of \$32,985. Council directed staff to fund the agreement by exchanging General Fund dollars for Proposition A funds at a discounted rate. Because the Proposition A funds were exchanged at a discounted rate of seventy cents on the dollar, funding for this year's cost sharing agreement was equivalent to \$23,090 in General Fund dollars.

BACKGROUND:

Since 2006, the City has participated in a cost sharing agreement with the Cities of El Segundo, Hermosa Beach, and Redondo Beach to mutually fund the operating costs incurred by Beach Cities Transit (BCT) Line 109. The Line originally ran along the coastline from the southern terminus in Redondo Beach Riviera Village to the LAX City Bus Center. The cost to Manhattan Beach was \$86,640 per year for a total of \$173,280 for FY 2006-2007 through FY 2007-2008. The goals of the Line were to continue providing mobility and mitigating vehicular congestion in the South Bay Cities. BCT expected that Line 109 would qualify for funding from MTA in two years, no longer requiring a subsidy from any of the beach cities from 2008 on.

In October 2008, BCT Line 109 experienced a funding shortfall and the City Council approved an extension of the cost sharing agreement for another two years through June 30, 2010 with the understanding that there would be increased marketing by BCT, such as improved website information, summer ads, additional signage, and efforts made to pursue additional Metro funding sources to operate the service. There was also the expectation that the Line would be self sufficient at the end of the agreement term, and no further subsidy would be needed. The cost to Manhattan Beach was \$28,863 for FY 2008-2009 and \$32,354 for FY 2009-2010 for a total of \$61,217.

In July 2009, BCT expanded the Line 109 service area, adding discontinued portions of Metro's routes 124 and 125. This expansion eliminated the service on Vista Del Mar in El Segundo, and re-routed the Line. This expansion resulted in realignment of the Line, route and frequency changes, which added approximately eight more service hours per day to the route. These route changes resulted in increased route mileage (18.6 northbound and 16.3 miles southbound) and service hours, which was paid for by Redondo Beach without changes to the 2008-2010 cost sharing agreement.

While fund and fare revenues for Line 109 have increased since 2006, BCT's funding allocations received for operations have decreased. Consequently, in July 2010, BCT requested Manhattan Beach to enter into a third two-year equitable cost sharing agreement with Hermosa Beach, and El Segundo for FY 2010-2011 through 2011-2012. The City Council approved the cost sharing agreement for only FY 2010-2011 contingent upon El Segundo and Hermosa Beach's participation in the cost sharing agreement. Both Cities followed suit and approved one-year agreements as well. The City Council made it clear that the second year (FY 2011-2012) funding of \$56,584 for the Line would be subject to BCT providing reports related to identifying and achieving program cost savings, examining the possibility of adding Manhattan Village as a stop, increasing advertising and outreach efforts, better coordination and communication between all participating cities, and becoming an actively engaged partner with Manhattan Beach.

DISCUSSION:

Since August, staff liaisons from all of the participating cities have met regularly to exchange BCT service data information, share technical expertise, provide updated information regarding service issues, vehicle acquisition, and service marketing and coordinating public outreach efforts. Joyce Rooney, Transit Operations & Transportation Facilities Manager from the City of Redondo Beach will be available to provide details on the following items:

- BCT operations and contract information
- BCT service review, annual statistics, and Line 109 ridership statistics
- National Transit Database (NTD) random sampling procedures, plans and statistics
- Vehicle purchase Capital Plan through June 2013: New vehicles that will be purchased this year will include automatic systems that announce the street location name of the bus stop. BCT is investigating upgrading current fleet to include announcement systems in all buses.
- BCT Fixed Route Comprehensive Operational Analysis (COA): Staff liaisons from all participating cities discussed and reviewed the BCT Fixed Route COA Request for Proposals. Based on the recommendations from the review committee, Redondo Beach City Council is scheduled to approve the recommendation of the consultant at their December 7, 2010 meeting. The consultant will be evaluating the overall performance of the Line which will include examining the possibility of adding Manhattan Village as a stop.
- Public information, marketing, and outreach planning: Updated website information and time schedules on all City websites; provided BCT bus schedules to all Cities for public distribution; provided special event information on BCT webpage encouraging the use of BCT Line 109 to City's special events.

- BCT promotion booths:
 - September 25, 2010-El Segundo Kiwanis Club Richmond Street Fair
 - October 10, 2010-Manhattan Beach Sustainability Summit Eco Fair
 - October 22, 2010-Redondo Beach Health Fair
- BCT Line 109 Mayors Summit: On October 14, 2010, Mayor Mike Gin hosted the BCT Mayors Summit which was attended by City Representatives and Pam O'Connor of Metro. The attendees rode the Line 109 route between Redondo Beach and Manhattan Beach, and heard presentations about the local and regional importance of BCT to the South Bay Beach Cities.

Line Usage

Below is a table with the annual ridership numbers from FY 2006-2007 to the current year. As shown, ridership for the first quarter for FY 2010-2011 has decreased 13.7% compared to last year's first quarter.

	FY 2006/2007	FY 2007/2008	FY 2008/2009	FY 2009/2010	FY 2010/2011
July	NA	16,003	21,522	19,767	16,974
August	9,522	14,577	19,960	18,936	16,448
September	10,423	13,727	19,510	17,948	15,465
October	10,342	14,610	17,073	17,745	-
November	10,259	13,208	14,296	15,667	-
December	10,158	11,921	13,598	15,689	-
January	10,590	12,820	14,571	14,578	-
February	10,845	12,840	12,933	13,007	-
March	12,035	14,557	14,840	16,123	-
April	12,349	16,282	14,974	14,709	-
May	13,981	16,360	14,650	14,377	-
June	14,194	18,076	15,423	15,799	-
Total Annual Riders	124,698	174,991	193,350	194,345	48,887

Other Beach Cities

Staff has been working with BCT on cost sharing agreement language, and due to some conflicts with the terms in the agreement, Manhattan Beach, El Segundo, and Hermosa Beach all have not formally entered into this year's (FY 2010-2011) cost sharing agreements with BCT. The Redondo Beach City Council is scheduled to consider the cost sharing agreements at their December 21, 2010 City Council Meeting. The City's participation is still contingent upon the Cities of Hermosa Beach, El Segundo, and Redondo Beach all participating.

CONCLUSION:

Joyce Rooney, Transit Operations & Transportation Facilities Manager from the City of Redondo Beach will be in attendance at the Council Meeting to make a presentation and answer any questions that the Council may have regarding Beach Cities Transit and the cost sharing agreement. Staff recommends that the City Council receive and file this status update report on Beach Cities Transit Line 109 services.

- Exhibits A: Beach Cities Transit Mayors Summit News Release dated October 18, 2010
- B: July 6, 2010 City Council Meeting Minutes Excerpt
- C: Beach Cities Transit Route Map



EXHIBIT A
CC meeting 12/7/10

News Release

City of Redondo Beach
Harbor, Business & Transit Department
415 Diamond Street
Redondo Beach, CA 90277
Phone: (310)318-0631
Fax: (310)937-6621

October 18, 2010

FOR IMMEDIATE RELEASE

Subject: Redondo Beach Mayor Mike Gin host the 'BCT Mayors Summit'

Contact: Gwendolyn Parker, Harbor, Business & Transit Department (310) 318-0631 x2246

Thursday, October 14, 2010, Redondo Beach Mayor Mike Gin hosted the 'BCT Mayors Summit' at the Redondo Beach Main Library. BCT (Beach Cities Transit) is the municipal transit system that serves several South Bay cities. This first time event focused on BCT system operations and service; and, topical transportation issues as well as the Redondo Beach South Bay Regional Intermodal Transit Center, SB 375, and the Regional Transportation Plan. Pam O'Connor, Los Angeles County Metropolitan Transportation Board Member and Santa Monica Mayor Pro Tempore, and Redondo Beach City Councilmember Steve Diels were the primary presenters. City Manager Bill Workman, Hermosa Beach City Manager Steve Burrell, Manhattan Beach Mayor Richard Montgomery, Manhattan Beach Interim City Manager Richard Thompson and El Segundo City Councilmember Carl Jacobson attended the event.

Mayor Gin opened the Summit with remarks about the importance of transportation in the South Bay region and noted that the BCT system is instrumental in improving air quality and traffic congestion, and achieving the General Plan goals of the cities it serves. Following the Mayor's comments, everyone boarded a BCT bus for a short ride. The bus traveled along a small segment of BCT Line 109 briefly passing through Redondo Beach, Hermosa Beach and Manhattan Beach then returned to the Library.

Ms. O'Connor commended the City of Redondo Beach BCT system and its partnering cities recognizing the sub-regional transit program as a model operation preserving transportation in communities once more widely served by regional transit. The cities of Redondo Beach, Hermosa Beach, Manhattan Beach and El Segundo partner to share investment in support of BCT Line 109, the most popular of the systems' three fixed routes. Line 109 is a former Metro route. Affirming that State and Federal funding constraints have created more challenges for transit operators, Ms. O'Connor stated that investment is necessary to continue providing transportation options to the public. Ms. O'Connor went on to discuss the role of transit in responding to SB 375, a mandate to reduce green house gas emissions. She gave a thumbs-up to the soon to be developed Redondo Beach South Bay Regional Intermodal Transit Center acknowledging it is on track in supporting sustainable goals for the South Bay area. She finished her presentation with a summary of the pending 2012 Southern California Association of Governments Regional Transportation Improvement Plan, Measure R funding and the 30/10

initiative to build key mass transit projects in 10 years rather than 30.

The event concluded with comments from Council Member Steve Diels emphasizing the importance of planning for the future, citing the imminent development of the Redondo Beach South Bay Regional Intermodal Transit Center. Council Member Diels expressed support for the Transit Center, which is in his district and commented that the project is well positioned adjacent to the South Bay Galleria Regional Mall. Council Member Diels also serves on the Board of the South Bay Cities Council of Governments.

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Ayes: Tell, Powell, Cohen, Montgomery and Ward.
Noes: None.
Absent: None.
Abstain: None.

07/06/10-19. Public Hearing for the Annual Levy and Collection of Street Lighting and Landscaping District Maintenance Assessments for Fiscal Year 2010-2011

Mayor Ward introduced the subject item and Controller Henry Mitzner provided the staff presentation.

Finance Director Bruce Moe and Police Captain Randy Leaf responded to Council questions.

Mayor Ward opened the Public Hearing at 7:25 p.m.

- **Bill Victor, No Address Provided**
- **Jon Chaykowski, 200 Block of John Street**

Mayor Ward closed the Public Hearing at 7:35 p.m.

MOTION: Mayor Pro Tem Montgomery moved to adopt Resolution No. 6264 providing for the annual levy and collection of Street Lighting and Landscaping District maintenance assessments for the Fiscal Year 2010-2011. The motion was seconded by Councilmember Tell and passed by the following unanimous roll call vote:

Ayes: Tell, Powell, Cohen, Montgomery and Ward.
Noes: None.
Absent: None.
Abstain: None.

GENERAL BUSINESS

07/06/10-20. Consideration of a Presentation and Proposed Cost Sharing Agreement with Beach Cities Transit (BCT) for Transit Line 109 for Fiscal Year 2010-2011 through 2011-2012 and Appropriation of Funds to Support the Program

Mayor Ward introduced the subject item and Acting Community Development Director Laurie Jester, City of Redondo Beach Harbor, Business and Transit Director Gwendolyn Parker and City of Redondo Beach Transit Operations and Transportation Facilities Manager Joyce Rooney provided the staff presentation.

Transtech Strategic Consultant Hal Suetsugu responded to Council questions.

There were no requests to speak on this item.

MOTION: Mayor Pro Tem Montgomery moved to approve capping the dollar amount to the Beach Cities Transit (BCT) for one-year and directed the City Manager to trade \$25,000 in General Fund dollars for Prop A Funds; and to approve second year funding to the BCT pending reports from BCT related to identifying and achieving program cost savings, examining the possibility of adding Manhattan Village as a stop, increasing advertising and outreach efforts, and becoming an actively engaged partner with Manhattan Beach. The motion was seconded by Councilmember Powell and passed by the following unanimous roll call vote:

Ayes: Tell, Powell, Cohen, Montgomery and Ward.
Noes: None.
Absent: None.
Abstain: None.

RECESS AND RECONVENE

At 8:52 p.m. the Council recessed and reconvened at 9:03 p.m. with all Councilmembers present.

07/06/10-21. Discussion of Incidents of Soccer Balls Going Over the Fence at Manhattan Village Field into the Manhattan Senior Villas Property and Consideration of the Installation of a 25 Foot Net or the Establishment of a Fund to Pay Future Claims

Mayor Ward introduced the subject item and Parks and Recreation Sports Manager Mark Leyman provided the staff presentation.

There were no requests to speak on this item.

MOTION: Councilmember Cohen moved to approve collecting a 10% surcharge (approximately \$7,000 a year) to create a fund from the net profit of the 7 on 7 Adult Soccer League to pay for future claims and then use the remaining funds to pay for the cost, purchase and installation of a new fence at Manhattan Village Field, if needed. The motion was seconded by Mayor Pro Tem Montgomery and passed by the following unanimous roll call vote:

Ayes: Tell, Powell, Cohen, Montgomery and Ward.
Noes: None.
Absent: None.
Abstain: None.

ITEMS REMOVED FROM THE CONSENT CALENDAR

Parking & Public Improvements Commission

07/06/10-15. Consideration of the Parking and Public Improvements Commission (PPIC) Recommendation for a Pilot Program for the Implementation of a North Manhattan Beach Valet Parking Program

A member of the audience pulled this item from the Consent Calendar for Council discussion.

Councilmember Powell recused himself from this item because he lives within 300 feet of the proposed valet parking program.

Traffic Engineer Erik Zandvliet provided a PowerPoint presentation and the applicant, **Mike Quagletti, Owner of Upper Manhattan Restaurant**, responded to Council questions.

The following individual spoken on this item:

- **Unidentified Speaker, No Address Provided**
- **Richard Sheyen, 3600 Block of Crest**
- **Harry Diaz, Representing the Coast to Coast Valet Company**
- **Patton Hortnel, 3500 Block of Manhattan Avenue**

Beach Cities Transit 102 • 104 • 109

EXHIBIT C
CC Mtg 12/7/10



- 102**
 - Redondo Beach Pier
 - Redondo Union High School
 - Beach Cities Health District
 - South Bay Galleria
 - North Redondo Beach
 - Marine Green Line Station
- 104**
 - Redondo Beach Pier
 - Calle Miramar
 - Riviera Village
 - South High
 - Torrance
 - Del Amo Fashion Center
- 109**
 - Riviera Village
 - Redondo Beach Pier
 - Hermosa Beach Pier Avenue
 - Downtown Manhattan Beach
 - Downtown El Segundo
 - Aviation Green Line Station
 - LAX City Bus Center

MAP LEGEND	